

Signature Year

*Kentucky State Fair Board
2003 Annual Report*

Kentucky Fair & Exposition Center • Kentucky International Convention Center



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Dear Friends:

Dear Friends:

The success of the Kentucky State Fair Board becomes apparent as you review this report. I know you will appreciate the dedication of the board members and staff who devote their time and energies to maintain a high level of excellence.

The title of this report, "A Signature Year," describes in a few words the magnitude of this year's accomplishments. Work has started on the South Wing C expansion project which will make the Kentucky Fair & Exposition Center even more attractive to event planners. The board and staff members are enthusiastic about future prospects for the space and I share their pride and delight in both current and future successes.

The Kentucky International Convention Center in downtown Louisville has become a vital part of Kentucky's convention and tourism industry. The facility's size, scope and prime location in the heart of the city create an ideal center for many major events.

The quality reputation of the Kentucky Fair & Exposition Center and Kentucky International Convention Center continues to keep both facilities in the ranks of some of the top convention and trade show venues in the region. Meeting planners recognize the exceptional quality of the facilities and continue to place them at the top of their lists.

I wish to thank the Kentucky State Fair Board and the staff whose dedication and talent have made great contributions to tourism development in the state. The Commonwealth of Kentucky and the people of our state benefit from both the revenues generated and the tourism and entertainment value provided by the exceptional events and facilities produced and operated by the agency.

Sincerely,



Paul E. Patton



Dear Friends:

As you read through this year's annual report, you will find significant events, business successes, and financial gains that contribute to the Kentucky State Fair Board's "signature year." The Kentucky International Convention Center signed contracts with four new major convention and trade shows with a combined economic impact of \$18 million. For the first time, the Kentucky Fair & Exposition Center welcomed the Great North American RV Rally to town which brought 13,000 RVers and over \$12 million in economic impact.

In addition to new business, the two facilities celebrated grand openings and groundbreakings this past year. The Kentucky International Convention Center opened the new Conference Theatre which offers audio/visual, data and presentation capabilities with tiered seating for 175 attendees. Across the street from the convention center, excavation began for the new 615-room Marriott hotel and the long-awaited groundbreaking for South Wing C began at the Kentucky Fair & Exposition Center. These signs of progress point to a prosperous future for the two facilities and for trade show and convention business in Louisville.

The support of the General Assembly and the leadership in Frankfort are crucial to the progress and success of the Kentucky State Fair Board. The Kentucky Fair & Exposition Center and Kentucky International Convention Center rely on a strong commitment from the state to remain a competitive and marketable asset to Kentucky's tourism industry and economy. We thank those who helped make this a signature year for the Kentucky State Fair Board and hope you will continue to endorse our future endeavors.



Mary Anne Cronan
Chairman

Harold Workman
President and CEO



Our Business

In 1902, when the Kentucky General Assembly passed a bill stating the provision of "an annual state fair for the exhibition of agricultural, mechanical, horticultural, dairy, forestry, poultry, and livestock products be, and the same is hereby created to be known as the Kentucky State Fair," a governing body was needed to implement and maintain such an endeavor. The Kentucky State Board of Agriculture took on the task from 1906 until 1938 when the decision was made to create a Kentucky State Fair Board. The board, comprised of governor appointments and elected members of university administrations and pertinent associations, united prominent community leaders from around the state. Exceeding expectations, the Kentucky State Fair Board not only proved successful but continues to thrive as an agency of the Kentucky Tourism Development Cabinet.

Our Mission

Since 1950, when the Fair Board began construction on one of the greatest and largest exposition facilities of its kind in the world - the Kentucky Fair & Exposition Center - the Kentucky State Fair Board has been at the forefront of Kentucky tourism development. Today, the Kentucky State Fair Board operates two of the largest facilities in the state - the Kentucky Fair & Exposition Center and the Kentucky International Convention Center.



Kentucky State Fair Board



Andrew "Skipper" Martin
Governor's Representative

Lanny Dale Greer
Vice Chairman, Manchester

Ronald Carmicle
Louisville

Anna Jane Cave
Glendale

Gib Gosser
Somerset

Charles Hamilton
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Rita Phillips
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Louisville

Billy Ray Smith
Commissioner, KY Dept. of Agriculture

Dr. M. Scott Smith
Dean, UK College of Agriculture

William B. Tolle
Maysville

Joe Wright
Harned



Memorable Milestones

Completed Projects

Kentucky Fair & Exposition Center

- Updated Freedom Hall lighting and lighting controls
- Replaced second floor concession drain pipes in Freedom Hall
- Replaced first floor ceiling tiles in Freedom Hall
- Cleaned and recoated ramps in Freedom Hall
- Replaced concrete in various areas around the facility
- Upgraded the electrical distribution in the West Hall, West Wing and Pavilion
- Installed emergency exit lighting in the West Hall, West Wing and Pavilion
- Made several improvements to the facility elevators and escalators
- Replaced utility box floor covers in the South Wing
- Replaced concrete curbs at Gates 1 and 2
- Repaired sanitary sewer in Lot Q
- Established a show hanging weight checking system for Freedom Hall
- Repaired exterior finishes around the facility
- Designed a hydraulic system for 18 bleachers in Freedom Hall
- Replaced the Imeco cooling tower for the facility's HVAC system

Kentucky International Convention Center

- Refurbished second level bathrooms for ADA compliance
- Rebuilt HVAC chiller
- Made several improvements to the facility elevators and escalators
- Replaced Terrace Suite carpet
- Replaced dimmer system for the second level meeting rooms
- Cleaned decks of parking garages
- Installed a new Systecon flow switch

On the Move

In August, the Gate 4 entrance to the Kentucky Fair & Exposition Center was relocated south on Crittenden Drive to directly intersect with Central Avenue. The traffic light placed at the intersection aids traffic flow and is more conducive for pedestrians to cross the road safely. The location also creates easy access to Papa John's Cardinal Stadium and Churchill Downs. The entrance to Gate 4 winds around the new Hilton Garden Inn to the same admission booths used with the previous location.

RV Invasion



A sea of over 5,000 RVs from all over the United States flooded the parking lots at the Kentucky Fair & Exposition Center (and all over town) for the Great North American RV Rally in June. The exposition center welcomed die-hard RVer's to the Louisville area for four

fun-filled days of camaraderie, entertainment, exhibits, seminars, contests, and more. The rally drew 13,000 people and brought in over \$12 million in economic impact to the Commonwealth.

Height of Hospitality

Just in time for the Kentucky State Fair, the new Hilton Garden Inn & Conference Center opened its doors in August 2003. Located outside Gate 4 on property leased from the Kentucky State Fair Board, the new hotel offers 210 rooms and excellent amenities for



visitors to Louisville. The hotel features an indoor pool and whirlpool, fitness center, and restaurant as well as meeting and banquet facilities. The prime location and fine reputation of the Hilton property will help satisfy the increasing demand for hotel rooms from convention and trade show business at the exposition center.



Memorable Milestones

Theatre Review



This past year, the convention center gained the capability to host teleconference meetings and presentations in style with the high-tech capabilities of the new Conference Theatre. Offering tiered seating for 175 as well as an unobstructed view of the

nine-foot by 12-foot screen, the theatre provides the latest in interactive, state-of-the-art technology. The theatre is equipped with VCR/DVD, CATV and computer inputs from eight computerized stations in addition to providing audio, video and data conferencing features.

The theatre's teleconferencing capabilities include two cameras that can focus on either the presenter or any of the participants during a conference. The remote location is simultaneously displayed on the screen to provide an adequate view from every seat. Microphones installed throughout the seating area allow participants and presenters to interact and clearly understand questions and comments. With bookings rolling in for the cutting-edge Conference Theatre, the new space is sure to be a great asset to the world-class facilities available at the convention center.

Courting the Conference

Freedom Hall welcomed a conference of a different kind when the Conference USA Men's Basketball Tournament came to Louisville. The four-day event drew over 57,000 attendees from all across the region to see who would advance to the NCAA



Championships. The top 12 teams in the conference went head to head for 11 games on the University of Louisville's home court. The 2003 conference was Freedom Hall's second time hosting the tournament - one of only two venues to have that honor.

Big Business



This past year, the convention center hosted some large-scale conventions and trade shows which traveled to Louisville for the first time. The Kentucky Veterinary Medical Association, National Society for Histotechnology, American

Orff- Schulwerk Association and Percussive Arts Society were just a few organizations who brought their annual events to the facility in 2003. The combined total of nearly 10,000 attendees generated hundreds of thousands of dollars in economic impact for the community.

A New Way to Travel

The new above ground pedway opened this year allowing conventioners and other visitors to safely and easily walk from the Galt House Hotel & Suites to the Kentucky International Convention Center. The pedway's functionality is balanced by the beautiful



display of decorative glass from Architectural Glass Art, Inc. used in the building of the structure. With intriguing architectural design, the pedway stretches over Main Street to the Cowger parking garage. Connecting to the previously existing pedways, the new pedway provides contiguous access between the Galt House, the convention center, the Hyatt Regency, and the future Fourth Street Live entertainment complex.



A Signature of Progress

Marriott Moves Ahead



The convention center's newest neighbor, the 615-room Marriott Hotel, moved forward in the first phase of construction. Demolition crews cleared the block and workers excavated for the hotel's underground parking garage. With the cement foundation walls in place, the structure has started to take shape. The completion of the hotel in 2005 means an additional 615 first-class rooms available for conventioners and visitors of the Kentucky International Convention Center and city of Louisville. Increasing the amount of world-class hotels in the area aids the convention center in attracting large-scale conventions which bring high attendance numbers and significant economic impact dollars.

Café Construction Continues

Upon completion of the new Hilton Garden Inn & Conference Center, work began on the accompanying Cardinal Hall of Fame Café restaurant. Located at the corner of Crittenden Drive at Gate 4, the restaurant shares a parking lot with the hotel on property leased by the Kentucky State Fair Board. Offering upscale casual dining with a family-friendly atmosphere, the café will serve lunch and dinner daily. University of Louisville athletics and past alumni will be honored throughout the café with a photographic "Walk of Fame." The 10,000 square foot space will also include sports memorabilia, trophies on display, and a gift shop.



A Signature of Progress

Groundbreaking Addition



In September 2003, shovels unearthed the first piles of dirt marking the plot where construction began on the South Wing C expansion at the Kentucky Fair & Exposition Center. Top priority on the agenda for the past several years, the South Wing C expansion is of critical importance to the continued economic well-being of the facility and to the business of the Kentucky State Fair Board. Governor Paul Patton, Louisville Metro Mayor Jerry Abramson and other state and local officials gathered on September 24 to celebrate the culmination of the campaign to expand the South Wing.

The South Wing C expansion will add 237,000 square feet of class "A" exhibit, meeting and public space to the existing South Wings A and B. Class "A" space is defined by high ceilings, excellent lighting, utility floorports, and is virtually column-free. New meeting and conference space will make up 57,000 square feet of the total space. A large registration and reception area will also be added in addition to 558 additional parking spaces and 2,200 newly paved spaces. Upon completion (projected for October 2005), the facility's total class "A" exhibit space will increase to 425,700 square feet.

On the Horizon

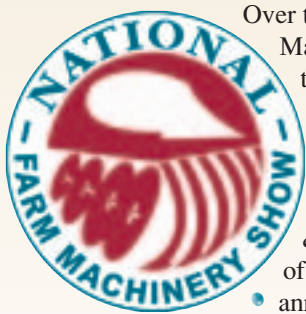
Following the completion of the South Wing C expansion, the next step towards transforming the Kentucky Fair & Exposition Center into a marketable top ten venue is the renovation of the East Wing. The renovation calls for replacing the existing 96 columns with five and raising the ceiling height to 27 feet, which would create 265,000 square feet of class "A" exhibit space in the East Wing. A large registration and reception area would connect the East Wing with the Freedom Hall concourses and a lower level pedestrian connector would provide a safe route for visitors from the parking lot to the East Wing.

The renovation remains an important part of the entire expansion project contributing to the overall marketing package for the exposition center. The transformation of the East Wing exhibit space into a heightened, virtually column-free space (equivalent to the South Wings) will create a combined facility total of 690,000 square feet of contiguous class "A" space. A key component to the advancement of the Kentucky Fair & Exposition Center's trade show and convention marketability, the East Wing renovation along with the South Wing expansion meets the high demand from clients in the industry and becomes a desirable selling point in the development of Kentucky's tourism economy.



Fame & Fortune

National Farm Machinery Show & Championship Tractor Pull



Over the past 38 years, the National Farm Machinery Show has dramatically transformed the off-season of farming into the premier season for planning. Hundreds of exhibitors gather from around the country to fill the halls of the Kentucky Fair & Exposition Center and create one of the nation's most eagerly anticipated

• annual agribusiness shows. With the show attracting national participation, it is easy to understand why the event is identified as the largest indoor farm show in America – and why 274,260 people were willing to travel from across the country just to attend the 2003 National Farm Machinery Show.

Beyond the sheer size and scope of the farm machinery show, the greatest advantage offered to attendees is the unique opportunity to personally compare name brand products from virtually every manufacturer and service provider within the agricultural industry, all in a single location. That aspect alone not only makes the National Farm Machinery Show a worthwhile trip for its visitors, but also instills a "must-be-there" attitude in the shows' exhibitors. This year was no exception as 759 exhibitors lined aisle after aisle and revenue earned from their contracts climbed an impressive 13 percent to \$2,558,461.

Contributions from several sponsoring companies brought in an additional \$139,243 in revenue earned, an increase of 13 percent.

This helped to not only make the show more profitable, but also easier to provide many of the free services attendees have come to expect at the event – show guides, seminars, exhibitor lounges, information booths and "You Are Here" maps.

The Championship Tractor Pull once again provided evening and Saturday afternoon diversions from the show floor. The indoor roar of high-octane competition did not leave anyone disappointed – four of the five pulls sold out. With more than \$200,000 in total awards on the line, drivers of this invitation-only pull provided the high-stakes competition the crowd was expecting. The 75,074 tractor pull ticket purchases clearly reflected the continued interest of the fans and brought in a robust \$1,646,780 in sales – an increase of 8 percent over 2002's total. Suite sales provided an additional \$79,250 boost to the totals, completing another healthy year for the National Farm Machinery Show's Championship Tractor Pull.

As impressive as all these individual numbers may be, the total impact of the show on local and state communities is the most remarkable. During its four-day run, the National Farm Machinery Show and Championship Tractor Pull produces an estimated \$19 million in non-resident expenditures annually, ranking this show as the Kentucky State Fair Board's single greatest producer of economic impact dollars.



Fame & Fortune



Kentucky State Fair



The Kentucky State Fair maintains a unique ability to combine the interests, business, entertainment and history of the Bluegrass State into a single, successful event that continues to be an invaluable cultural asset for the Commonwealth of Kentucky. Because the people of Kentucky are a focal point of the Kentucky State Fair, total attendance remains an important gauge in measuring its success.

Fortunately, the 2003 Kentucky State Fair recorded strong numbers as it welcomed 625,657 visitors – making this the 15th consecutive year that 600,000 people or more visited the 11-day state fair. A significant contribution to that total came from the 11,628 students who participated in the state fair's educational field trip program, up 49 percent from last year.

New technology also played a role in bringing the state fair closer to home in 2003. For the first time, fairgoers were able to purchase advance discount gate admission and ride tickets directly from the state fair web site and receive their tickets by mail. In an effort to offer various ways of making the state fair easily accessible to everyone, this innovative online service displayed remarkable potential and justified its continued use in the future.

Big stars and glitzy celebrations remain a popular draw to fairgoers as reflected in the numbers for the concert lineup and the World's Championship Horse Show "Centennial of Champions." Ticket purchases and sales for both the concerts and championship horse show made noticeable jumps in 2003. The four paid concerts sold a combined 45,474 tickets for \$1,396,548 – an increase of 26 percent in sales over last year. Additionally, the championship horse show ticket purchases saw a 3 percent growth to 33,474 and sales from those tickets made a monumental climb to \$501,104.50 – an increase of 46 percent over 2002's figures.

Entry participation in this year's state fair also continued to expand as 8,630 exhibitors submitted 55,404 various entries for competition. General entries increased by 5 percent to 34,485, but livestock entries experienced a slight 2 percent decrease to 11,708. Horse show entries made a strong contribution to the overall total with their 9,211 submissions, rounding out a busy and successful year of fairgoer participation.

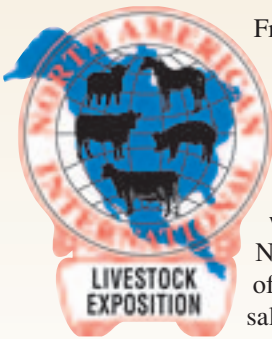
The Kentucky State Fair's income totals from both exhibitors and sponsors remained amazingly healthy despite many companies' tighter budgets for participation in social and entertainment events. The East Wing, featuring assorted commercial and recreational exhibitors, remained fully occupied as 393 exhibitors provided an impressive \$680,171.50 in revenue. The state fair's many sponsors, aside from supplying much of the free entertainment and scheduled events, contributed an additional \$511,102 in revenue. Topping off the income totals was the generous \$50,000 contribution provided by The Gheens Foundation which allowed the state fair to create the educational exhibit, Lewis & Clark +200: Relive the Adventure.

As the media's eyes were once again focused on the Kentucky State Fair, statewide coverage increased a dramatic 62 percent in 2003. Overall, print and television news outlets produced nearly \$1.6 million worth of media awareness. The excitement and awareness of the Kentucky State Fair is most accurately captured, however, when it is translated into the more than \$16 million in non-resident expenditures fed into the state's economy each year.

Colleen

Fame & Fortune

North American International Livestock Exposition



From its humble beginnings 30 years ago, the North American International Livestock Exposition (NAILE) has rapidly grown into one of the industry's leading sources for the display and sale of breeding excellence. Reigning as the world's largest purebred livestock show, NAILE solidified its dominance by offering attendees more than 140 shows, sales, breed meetings, entertainment events and judging contests during its two-week stay this past November.

Maximizing its influential status within the livestock industry, NAILE welcomed approximately 200,000 visitors and exhibitors from around the globe. A valuable portion of that total was the 3,760 students visiting the show as part of an educational field trip – some seeing livestock for the very first time.

Nine major divisions of competition awaited the 4,000 exhibitors participating this year. Each of the show's nine categories of livestock - dairy cattle, dairy goats, sheep, swine, Boer goats, beef

cattle, draft horses, quarter horses, and llamas - recorded strong numbers resulting in an increase in total participation. Altogether, 22,353 entries were submitted, each with the hope of earning a share of the \$680,000 in premiums and awards offered at NAILE.

Three evenings of the North American Championship Rodeo added some necessary roughness of the cowboy kind to NAILE. The region's top contenders squared off in this Great Lakes Circuit Rodeo Finals for a shot at the title of regional champion and more than \$70,000 in prizes – among the top 10 percent of all Pro Rodeo Cowboy Association (PRCA) prize money and the second largest purse for a circuit finals. Serving as the invitational finals for the PRCA, the rodeo attracted 19,238 fans who eagerly purchased tickets for a peek at the barrel racing, cow roping, bull riding fun. After the dust settled, the rodeo brought in \$400,125 in ticket sales revenue - a remarkable 20 percent increase over 2002 sales.

Over the past three decades, NAILE has firmly established itself as the leader of livestock exhibitions around the world. Bringing the focus closer to home, however, NAILE also produces a phenomenal impact in the state of Kentucky by creating nearly \$11.6 million in non-resident expenditures each year.



Personalizing the Message

Media Relations

The Kentucky State Fair Board delivered its message loud and clear this past year with successful results. Producing over a million pieces of print material, communications generated a 26 percent increase in print coverage of Kentucky State Fair Board activities and events. The value of the coverage equaled \$2.8 million in advertising dollars - a significant savings to the advertising budget. Electronic media impressions remained a steady 2,700 which is a small decrease of eight percent from the previous year. The difference in advertising equivalency from previous years is attributed to a decrease in the dollar value assigned to a market share for a specific newscast (per 30-second clip). However, the television coverage of the Kentucky State Fair Board still fared well with an advertising worth of over \$2 million.

Online Marketing

Communications for the Kentucky International Convention Center moved online this year with the launch of the e-newsletter *UNConventional News*. Readily available on a computer desktop, the e-newsletter allows subscribers to browse through the upcoming events and check out new features of the facility as well as find out what conventions are in town. From the time the first issue arrived in subscriber inboxes, over 200 people have signed up to receive *UNConventional News*. Timely, convenient and quick, the convention center's new e-newsletter provides customers, clients and the community with exciting, valuable information in an unconventional way.

Web Presence

All five of the web sites owned and operated by the Kentucky State Fair Board shattered records this year. Posting increases across the board, the five web sites combined total jumped 60 percent in web traffic attracting over 940,000 online visitors this year. The kystatefair.org and livestockexpo.org sites both increased their traffic by over 50 percent and kyfairexpo.org nearly doubled in the amount of visitors with over 330,000. Still demonstrating a steady increase in web traffic, the convention center site and the National Farm Machinery Show web site increased by 21 percent and 35 percent respectively. Rapid growth in the Kentucky State Fair Board's online presence can be attributed to persistence in making services and information available electronically in addition to consistently reinforcing to clients and the public to use the web sites as a resource.

Print Advertising Placements & Circulation

KFEC/KICC Facility Advertisements

Placements - 72
Circulation - 2,830,237

Kentucky State Fair

Placements - 162
Circulation - 13,224,038

National Farm Machinery Show

Placements - 28
Circulation - 4,859,490

North American Int'l Livestock Exposition

Placements - 33
Circulation - 1,481,100



Media Impressions*

| | |
|------------------------------------|-------------|
| Electronic Media Impressions | 2,700 |
| Advertising Equivalency in Dollars | \$2,380,173 |
| Print Media Impressions | 2,395 |
| Advertising Equivalency in Dollars | \$2,897,542 |

*Figures for November and December are estimated



Web Site Visitors*

| | |
|---|----------------|
| Kentucky Fair & Exposition Center | 330,508 |
| Kentucky International Convention Center | 52,958 |
| National Farm Machinery Show | 121,191 |
| Kentucky State Fair | 285,230 |
| North American Int'l Livestock Exposition | 153,883 |
| Total | 943,770 |

*Figures for November and December are estimated

Mark of Success



Signed contracts with major convention and trade shows equals a successful signature year for the Kentucky State Fair Board. The Kentucky Fair & Exposition Center gained over six new long-term contracts with such clients as the National Senior Games in 2007, the Great North American RV Rally in 2009, and the Distributive Education Clubs of America in 2010. The Kentucky International Convention Center signed on over seven major conventions and trade shows including the ATV Expo in 2004-2007, the National Field Archery Association Indoor Championships 2004-2006, the National Sheriffs' Association Annual Convention in 2005, and the Biennial Convention of the Fraternal Order of Police in 2007. With these new events come thousands of attendees and million of dollars in economic impact for the state of Kentucky.



These newly signed contracts are especially significant in light of the South Wing C expansion. With the uncertainty of expansion and construction looming for a good part of the year, trade show and convention business for the exposition center slowed - shown in the 11 percent decrease in the total number of events at the facility. The convention center's nine percent decrease in total number of events can be attributed to the absence of a large one-time convention held in 2002 and the bi-annual events booked at the facility. These changes resulting from event fluctuations are further evident when comparing this year's event totals with 2001 - both facilities still made significant increases in booking events compared with two years ago. Both the convention center and the exposition center generated increases in occupancy for the year demonstrating a rise in exhibit space used at both locations. Furthermore, with the approval of the South Wing C expansion, the exposition center was able to retain the same number of repeat events for the year.



New and Repeat Business

| Kentucky Fair & Exposition Center |
|---|
| 96 - Repeat Events (73% of total business) |
| 36 - New Events (27% of total business) |
| 132 - Total Major Events |

| Kentucky International Convention Center |
|---|
| 83 - Repeat Events (57% of total business) |
| 63 - New Events (43% of total business) |
| 146 - Total Major Events |



Mark of Success

These signs mark a change in direction for the Kentucky Fair & Exposition Center and a promise for increases in event periods, attainment of new business, and commitments from repeat clients for both facilities. In marketing the convention center, the future for convention and trade show business will strengthen with the opening of the new Marriott hotel and refurbishment of the Galt House in 2005 as well as the benefits of Fourth Street Live, Ali Center, and other downtown developments. The expansion of the South Wing and renovation of the East Wing play a major role in the marketability of Kentucky Fair & Exposition Center in addition to new hotel and restaurant development in the vicinity.



Exhibit Hall Occupancy (Event Periods**)

| Kentucky Fair & Exposition Center | |
|-----------------------------------|--------------|
| January | 435 |
| February | 826 |
| March | 594 |
| April | 164 |
| May | 325 |
| June | 895 |
| July | 351 |
| August | 1,812 |
| September | 630 |
| October | 817 |
| November | 894* |
| December | 487* |
| Total | 8,230 |

*Estimated

**Event periods equal the number of times a space is utilized during the month

| Kentucky International Convention Center | |
|--|--------------|
| January | 330 |
| February | 675 |
| March | 440 |
| April | 188 |
| May | 189 |
| June | 163 |
| July | 422 |
| August | 60 |
| September | 116 |
| October | 344 |
| November | 360* |
| December | 100* |
| Total | 3,387 |

*Estimated

**Event periods equal the number of times a space is utilized during the month



Guest Register

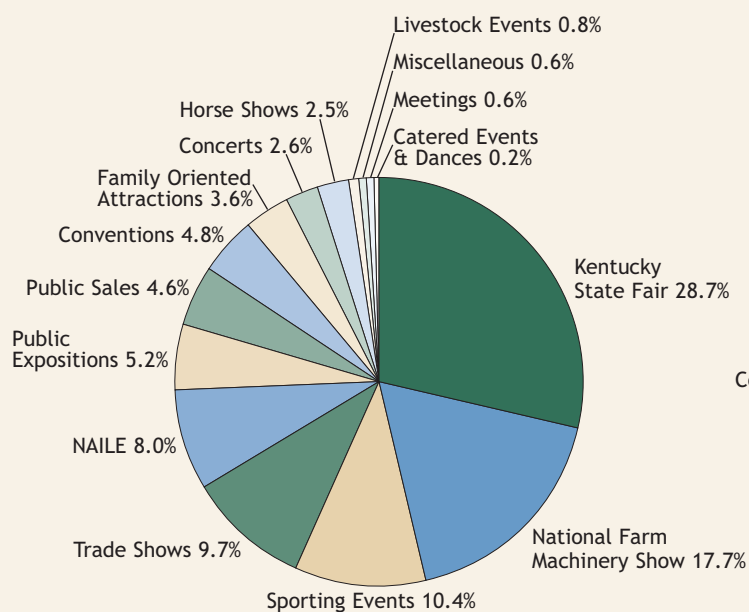
Monthly Attendance**

| Kentucky Fair & Exposition Center | |
|---|------------------|
| January | 102,149 |
| February | 521,533 |
| March | 320,077 |
| April | 72,973 |
| May | 106,608 |
| June | 33,167 |
| July | 122,278 |
| August | 673,825 |
| September | 137,891 |
| October | 140,401 |
| November | 242,340* |
| December | 177,994* |
| Total | 2,651,236 |
| *Estimated | |
| ** Does not include Six Flags Kentucky Kingdom Attendance | |

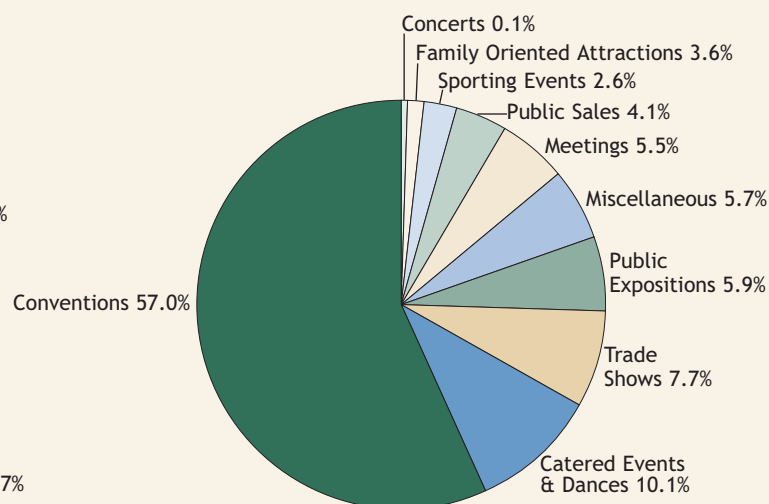
| Kentucky International Convention Center | |
|--|----------------|
| January | 30,817 |
| February | 33,163 |
| March | 33,211 |
| April | 38,336 |
| May | 28,234 |
| June | 6,865 |
| July | 6,920 |
| August | 7,309 |
| September | 10,196 |
| October | 30,051 |
| November | 33,000* |
| December | 15,000* |
| Total | 273,102 |
| *Estimated | |

Kentucky State Fair Board Sources of Event Income

Kentucky Fair & Exposition Center



Kentucky International Convention Center





Financial Endorsement

Kentucky Fair & Exposition Center

| REVENUES: | FY 2000-01 | FY 2001-02 | FY 2002-03 |
|-------------------------------|---------------------|---------------------|---------------------|
| Event Income | \$25,422,000 | \$25,750,000 | \$27,376,000 |
| Other Income | 816,000 | 913,000 | 791,000 |
| State Appropriation for NAILE | 407,000 | 407,000 | 407,000 |
| TOTAL: | \$26,645,000 | \$27,070,000 | \$28,574,000 |
| EXPENDITURES: | | | |
| Direct Event Costs | \$13,400,000 | \$13,019,000 | \$13,773,000 |
| Administrative Costs | 1,834,000 | 2,077,000 | 1,969,000 |
| Maintenance Costs | 7,247,000 | 7,331,000 | 7,492,000 |
| TOTAL: | \$22,481,000 | \$22,427,000 | \$23,234,000 |
| NET INCOME OR (LOSS) | \$4,164,000 | \$4,643,000 | \$5,340,000 |

Kentucky International Convention Center

| REVENUES: | FY 2000-01 | FY 2001-02 | FY 2002-03 |
|-----------------------------|--------------------|--------------------|--------------------|
| Event Income | \$2,236,000 | \$2,142,000 | \$2,413,000 |
| Parking Garage Income | 1,886,000 | 1,852,000 | 1,893,000 |
| Other Income | 166,000 | 113,000 | 175,000 |
| TOTAL: | \$4,288,000 | \$4,107,000 | \$4,481,000 |
| EXPENDITURES: | | | |
| Direct Event Costs | \$344,000 | \$422,000 | \$297,000 |
| Administrative Costs | 938,000 | 1,034,000 | 1,124,000 |
| Maintenance Costs | 2,547,000 | 2,468,000 | 2,527,000 |
| TOTAL: | \$3,829,000 | \$3,924,000 | \$3,948,000 |
| NET INCOME OR (LOSS) | \$459,000 | \$183,000 | \$533,000 |

(The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30th, and operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.)

Financial Endorsement

Kentucky State Fair Board

| REVENUES: | FY 2000-01 | FY 2001-02 | FY 2002-03 |
|---|---------------------|---------------------|---------------------|
| Direct Event Income | \$29,544,000 | \$29,744,000 | \$31,682,000 |
| Rental Income from Long-term Lessees | 3,083,000 | 3,167,000 | 3,108,000 |
| Other Operating Income | 826,000 | 911,000 | 783,000 |
| State Appropriation for NAILE | 407,000 | 407,000 | 407,000 |
| TOTAL: | \$33,860,000 | \$34,229,000 | \$35,980,000 |
| EXPENDITURES: | | | |
| Kentucky Fair & Exposition Center | \$22,481,000 | \$22,427,000 | \$23,234,000 |
| Kentucky International Convention Center | 3,829,000 | 3,924,000 | 3,948,000 |
| General Administrative and Sales Expenses | 4,065,000 | 4,266,000 | 4,319,000 |
| Debt Service | 371,000 | 371,000 | 371,000 |
| TOTAL: | \$30,746,000 | \$30,988,000 | \$31,872,000 |
| NET INCOME OR (LOSS) | \$3,114,000 | \$3,241,000 | \$4,108,000 |

(The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30th, and operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.)





Kentucky Fair & Exposition Center

P.O. Box 37130
Louisville, KY 40233-7130
502.367.5000
502.367.5109 FAX
www.kyfairexpo.org



KENTUCKY INTERNATIONAL CONVENTION CENTER

221 Fourth Street
Louisville, KY 40202-4212
502.595.4381
502.584.9711 FAX
www.kyconvention.org

